Yukon

Government of Yukon

Yukon Government NEWS release

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Dawson City Music Festival Featured in Top 100 Events in North America

WHITEHORSE – Minister of Tourism and Culture Elaine Taylor is pleased to announce that the Dawson City Music Festival has been recognized as one of the Top 100 Events for North America by the American Bus Association (ABA) headquartered in Washington, D.C.

"This is a significant accomplishment for the Dawson City Music Festival to receive this kind of recognition," Taylor said. "By having the festival showcased in the Top 100 Events in North America listing for 2008, visitors and Yukon residents will be given an opportunity to choose a much loved and unique festival as part of their holiday experience.

"With more than 125,000 visitors arriving via motorcoach last year, this important recognition from the American Bus Association shows the value of the motorcoach industry, and the value our festivals and events make to Yukon."

The American Bus Association Top 100 Events magazine recognizes the best motorcoach friendly events across Canada and the United States. The Dawson City Music Festival was chosen by a committee of ABA members who reviewed hundreds of nominations submitted by Canadian and American tourism offices, visitor bureaus and regional convention bureaus.

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The ABA distributed the guide for 25 years. Approximately 10,000 copies of the Top 100 Events in North America magazine featuring the 2008 winners will be distributed to their members and thousands of travelers worldwide. The list highlights the top fairs, festivals, parades, exhibits, theatres and shows across the U.S. and Canada.

"Yukoners have long known that the Dawson City Music Festival is one of Yukon's premier attractions," MLA for Klondike Steve Nordick said. "Every summer, I look forward to attending this event. I'm pleased that the America Bus Association has given the festival this recognition across North America."

"We are very proud of our tiny, perfect music festival," Dawson City Music Festival Producer Tim Jones said. "This year, we celebrate our 30th anniversary. The inclusion of the festival among the Top 100 Events in American Bus Association's North America listing will hopefully allow us to attract even more adventurous travelers to our festival community."

"The Dawson City Music Festival staff and volunteers always do a spectacular job of showcasing a mixture of northern and international talent," Klondike Visitors Association Marketing Manager Bill Holmes said. "Based on our geographic location, I think many visitors are pleasantly surprised to find the broad exchange of cultures that our tiny, perfect festival affords."

ABA's Top 100 Events in North America listing can be found at **www.buses.org**.

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